

Total Marketing Associates, Inc. Announces Succession Plan

ROLLING MEADOWS, IL – Total Marketing Associates, Inc., a leading lawn and garden sales and marketing firm based in Rolling Meadows, Illinois, has announced a succession plan for company management.

“We believe Total Marketing Associates, Inc. to be a respected name in the marketplace, a name that has been built and earned over 27 years and one that stands for integrity, service, support, teamwork and continuity,” said Fred Cimaglio, the Founder and Chairman of the Board of Total Marketing Associates. “It is in this spirit that we have developed a plan for the future leadership of ‘Team Total’ in order to provide a firm foundation on which to continue our business and that of the customers and manufacturers we serve.”

Effective February 1, 2005, Tim Cimaglio has assumed the position of Company President. “Tim has over 20 years of experience in the industry, has an intimate knowledge of our customers, and the management experience to provide firm leadership for the future,” according to Fred Cimaglio. “Tim can relate to the needs of the customers and manufacturers we serve. He was chosen by our Board of Directors because of his strengths and ambition to drive our business.”

Also on February 1st, Chris Cimaglio has assumed the position of Chief Operating Officer. “Chris has pioneered and grown the marketing function of our company for the last 16 years into a state-of-the-art department responsible for putting the ‘Marketing’ into ‘Total Marketing.’ Now he will also organize and manage the support functions of our business to better adapt to the changes and challenges of today’s market.”

“I know Tim and Chris will do exceptionally well in the future serving our customers and the manufacturers we represent,” says Cimaglio. “This plan simply reinforces our commitment to continue to grow ourselves and the industry, and continue our mission of providing the very best to the very best.”

Total Marketing Associates was founded in 1977 as a manufacturer’s representative firm, when the lawn and garden/outdoor living industry was in its formative stages and had yet to see the explosion in DIY retailing that has occurred over the last two decades.

Over the years, Total Marketing Associates has grown through innovative programs, such as the *Four Hour Parking Lot Garden Center*[™], which is a complete turnkey merchandising solution for a retailer with a desire to enter the lawn and garden market. Total Marketing Associates, in addition to sales representation, provides customers and suppliers with product knowledge,

merchandising support, customer service, outbound telesales, a state-of-the-art Marketing & Creative Department, and a “Total” approach to the marketplace from traditional personal selling to new technology and web development. Total Marketing Associates has also developed an extensive library of proprietary merchandising and product knowledge training manuals.

“We have always believed in the need to help educate the customers we serve and to add value to our relationship,” says Cimaglio. “Initially, this market was totally foreign to many classes of retailers and wholesalers, and I liked to think we helped change a lot of that thinking as we too have changed and adapted over the years.”

From major retailers, to independent Lawn & Garden distributors and retailers, Total Marketing’s mission over the years has been: *To do the best, with the best, for the best.* “I truly believe our customers, manufacturers and our associates are the very best and we are so appreciative for their support over the years,” says Cimaglio, “It is with that in mind that we have embarked on this aggressive succession plan for our the future.”

Total Marketing Associates, Inc. is a privately held corporation headquartered in Rolling Meadows, Illinois with satellite offices throughout the Central and Western United States. For more information, visit www.teamtotal.com or call (800) 323-0780.

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